

## **CONDUCTING A SUCCESSFUL AND INTERACTIVE HEALTH EVENT**

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Successful community health events will educate, motivate and enable participants to take positive action regarding their health. We offer the following guidelines for your use in planning a successful event.

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### **1. PREPLANNING –**

- **Begin planning several months in advance by selecting a chairperson and working committees.**
  - **Determine the goal of the health fair, workshop, or presentation and stay focused on the purpose of your event .**
  - **Determine who are you trying to reach and what do you want them to know or do differently as a result of their participation.**
  - **Select a day and time that will allow maximum participation from your audience and community vendors. Check to see if other events are scheduled around the same time or in the same location.**
  - **Appoint sub-committee members responsibilities for marketing and advertising your event.**
  - **Arrange for public service announcements, newspaper ads, flyers, and TV/radio appearances.**
  - **Decide which agencies in the community might share your goals for improving health and invite them to partner with you. .**
  - **Decide how you will invite people to attend and who can assist with promoting your event.**
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### **2. PLANNING THE EVENT -**

- **Determine the resources needed for your event and prepare a budget for advertisement, permits, health education materials, and other services.**
  - **Send out “Save the Date” notices as soon as you have secured a date and event location.**
  - **Develop a plan for staffing the event, layout for the facilities, agenda for activities.**
  - **Make arrangements for interpreters during event if needed.**
  - **Arrange a planning meeting which includes vendors and comm. municate often with them.**
  - **Immediately inform vendors and the community if dates, times or location changes.**
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### **3. CONDUCTING HEALTH EVENT -**

- **Arrive early on the day of event, and set up before vendors and service providers arrive.**
  - **Provide an on-site contact number to be used on the day of the event.**
  - **Prepare any paperwork for registration, consent forms, signage, etc.**
  - **Assign a hostess to meet and greet all community partners.**
  - **Staff a sign-in or information table.**
  - **Assure that restrooms are available.**
  - **Make sure that there is available parking for vendors.**
  - **Ensure that the selected location is accessible to disabled, senior adults, strollers, and children.**
  - **Provide electricity if needed, equipment, microphones for announcements and private areas for confidential screenings.**
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### **4. FOLLOWUP AND ASSESSMENT –**

- **Thank community partners.**
- **Document attendance and ensure appropriate clinical follow-up when screenings, immunizations and other services are provided.**
- **Debrief with planning team and provide surveys to vendors, service providers, attendees to get feedback for planning your next event.**
- **Start planning your event as soon as possible.**